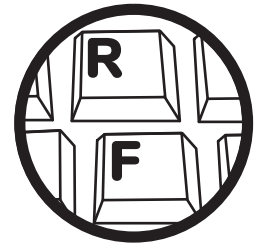


RACHEL FOLZ



PEOPLE, PRODUCT, AND PROCESS PRO

EXPERIENCE

DIRECTOR OF PRODUCT *Cerkl*

10/18 - Present
Cincinnati, OH

After demonstrating an aptitude and passion for product, I was promoted to lead Cerkl's first-ever Product team.

- Collaborated to deliver successful solution for often used, but despised major feature
- Implemented process for measuring and reporting the success of feature releases
- Created and iterated cross-functional process for feature improvements
- Initiated a customer-centric rapid feedback framework to increase adoption and satisfaction
- Responsible for design & requirements, language, product marketing, and education

DIRECTOR OF MARKETING *Cerkl*

08/16 - 10/18
Cincinnati, OH

As the first marketer on staff, my work transitioned Cerkl from a small-biz focused start-up to an enterprise-level brand.

- Research and built marketing tech stack with minimal engineering involvement
- Started, and endlessly iterated, a measurement strategy that told clear data stories
- Wrote and executive produced bi-weekly industry podcast for two seasons
- Created 50+ pieces of blog and video content
- Rebuilt marketing site in 30 days, resulting in 113% increase in page views

DIGITAL MARKETING MANAGER *Campbell County Public Library*

12/13 - 08/16
Cold Spring, KY

Digital decision maker and sole online content creator for a mid-sized library in the Greater Cincinnati area.

- Platform switching, ground-up redesign of the library's website
- Selected vendor, managed build, and launch of first-ever library app
- Helped lead digital education initiatives for patrons and staff

PROFILE

I have a bias for action and a love of collaboration. I believe that empathy, paired with a heavy dose of research, and a side of cost-benefit analysis is the right recipe to solve most problems. I am a cheerleader, a masterful organizer, and a giving mentor.

TOOLS

- Asana
- Autopilot
- Chartbeat
- Crazy Egg
- Full Story
- Google Analytics
- Go to Webinar
- Growbots
- Hubspot
- Intercom
- InVision
- Pendo
- Pipedrive
- Segment
- SnagIt
- Trello
- XD
- Zeplin

CONTACT

 513-401-2899

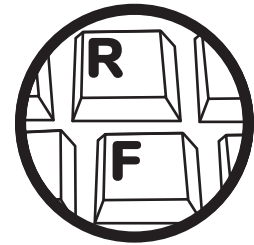
 rachel.folz@gmail.com

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 [linkedin.com/in/rachelfolz](https://www.linkedin.com/in/rachelfolz)

RACHEL FOLZ

PEOPLE, PRODUCT, AND PROCESS PRO



EXPERIENCE (Continued)

DIGITAL CONTENT DIRECTOR
FOX19 - WXIX

01/12 - 12/13
Cincinnati, OH

I was called to FOX19 to completely overhaul the station's thinking about digital and social media. I worked diligently to energize, educate, and inspire the staff.

- Department head, leading a team of five digital, community and social media producers
- Oversaw production of device-specific digital storytelling
- Tasked with management and growth of most liked media Facebook page in Cincinnati
- Realized 40% to 178% year-to-year growth on web, mobile, and social

DIGITAL CONTENT DIRECTOR
14News-WFIE

10/06 - 1/12
Evansville, IN

I began as a part-time web producer in the 14NEWS newsroom. Within a year and a half, I was a department head. Each day I was in charge of publishing relevant content to drive page views, brand message and time on site. I was on the front line of the mobile news revolution, successfully launching three apps.

- Served as a leader on company-wide digital advisory board
- Oversaw three site redesigns, including our move to mobile-first
- Participated in a rigorous, selective one-year leadership program
- Published content varying from news stories, to videos, to social media-specific posts on a variety of platforms

EDUCATION

B.A., Radio & Television
University of Southern Indiana
Evansville, IN

PHILANTHROPY

Women in Product Cincinnati
Advisory Board & Initiatives
Committee Chair
2018 - present

Habitat for Humanity
Volunteer
2019

PRSA Employee Communications
Section Conference
Planning Committee
2019

One Sight
Vision Screening Volunteer
2018

WordCamp Cincinnati
Speaker
2017

Northern Kentucky
Chamber of Commerce
Communications Committee
Chair
2014-2018

Northern Kentucky
Education Council
Reading Coach
2014-2016